

Abstract

Title: Plan how to support marketing activities development in boat rental in Znojmo.

Objectives: The aim of the thesis is to analyze (including SWOT analysis) the marketing activities of the company Půjčovna lodí Dyje in Znojmo. On the basis of these findings to propose a plan for their development. The next task is to establish support activities and complementary activities to contribute positively to the promotion of rentals not only in Znojmo but also in the region South Moravia. The result of the work would be a proposal for specific technical and creative steps to complement existing but also new marketing activities of the 2018 period.

Methods: Information and data were based of the documents and information provided directly by the company Půjčovna lodí Dyje. They were subsequently used in analyzing the marketing environment, where the organization is located. After identifying the weaknesses and strengths that were subsequently highlighted in the promotion, will be build a SWOT analysis of the company.

Results: The company Půjčovna lodí Dyje has shortcomings in the promotion and indirect communication tools with customers. Based on this knowledge, a plan has been developed to support the development of existing and brand new marketing activities that appeal to the wider public and potential customers of the boat rental Půjčovna lodí Dyje.

Keywords: nonprofit organization, association, services, marketing activities, marketing environment, SWOT analysis, development plan